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Event management literature: exploring the missing body of knowledge

Greg Richards^{a,b}, Dianine Censon^c, Daniela Gračan^d, Mossa Haressy^e,
Alžbeta Kiráľová^f, Elena Marulc^g, Giulia Rossetti^h, Marina Barkidija Sotošek ⁱ and
Davide Sterchele ^j

^aTilburg School of Social and Behavioural Sciences, Tilburg University, Tilburg, The Netherlands; ^bAcademy for Leisure and Events, Breda University, Breda, The Netherlands; ^cInstituto Federal do Tocantins, Palmas, Brazil; ^dFaculty of Tourism and Hospitality Management, Opatija, Croatia; ^eJazan University, Jazan, Saudi Arabia; ^fAmbis University, Praha, Czech Republic; ^gFaculty of Commercial and Business Sciences, Celje, Slovenia; ^hOxford Brookes University, Oxford, UK; ⁱFaculty of Tourism and Hospitality Management, Opatija, Croatia; ^jLeeds Beckett University, Leeds, UK

ABSTRACT

English is increasingly the dominant language of academic scholarship. This means that much research produced in other languages is overlooked, a tendency strengthened by the growing power of global publishers and university ranking systems. This initial scoping study provides an exploratory review of non-English scholarship in the field of event management, drawing on an extensive literature search in Arabic, Croatian, Czech, Dutch, Italian, Portuguese, Slovenian and Spanish. We find a considerable number of event management publications in these languages, which effectively represent a ‘missing body of knowledge’ for scholars working in English. Only about 10% of these non-English sources are covered by Scopus, for example. Our scoping study indicates that this excludes many scholars and potentially interesting areas of work from the global event management corpus. We suggest several strategies which could be employed to address these issues.

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Introduction

The use of English is stimulated by the increasing global reach of the language and the growing internationalisation of research and education. English is widely used as a medium of instruction and as the language of research projects in non-English speaking countries. European Union research projects are often conducted in English (Kushner, 2003). The level of dominance of English as the major academic language is striking and appears to be growing. Huttner-Koros (2015) reported on a 2012 study of the Scopus database, which indicated that around 80% of sources listed were entirely in English. A review of 2018 Scopus listings by Vera-Baceta et al. (2019) indicated that 92.6% of the documents were

CONTACT Greg Richards  g.w.richards@tilburguniversity.edu  Tilburg School of Social and Behavioural Sciences, Tilburg University, Warandelaan 2, Tilburg 5037, The Netherlands

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in English. English is pushed as a working language by the increasing ‘publish or perish’ culture of universities worldwide. Publications often only count as recognised output for academics when they are published in peer-reviewed English journals with an impact factor.

This raises several issues, including challenges of communication and understanding and inequality between academics and between different countries. Panko (2017) argues that the dominance of English can introduce bias into research results. The availability of English publications also reduces the access to information for non-English speaking academics and may lead to duplication of efforts and a loss of knowledge. As Panko (2017) comments: ‘the dominance of English as science’s lingua franca makes it more difficult for researchers and policy makers speaking non-English languages to take advantage of science that might help them’.

As well as producing bias in research results, concentration on English can also lead to a less diverse academic landscape and a loss of meaning. Although it is widely argued that diversity is a source of creativity (Arizpe, 2015), trends in academia seem to be causing a loss of diversity, and in particular, cultural and linguistic diversity. Different academic traditions are being marginalised in an English language paradigm that emphasises empirical research, traditional scientific method and particular styles of writing and presentation.

This paper considers the position of the event management literature, and attempts an initial assessment of the extent to which non-English language sources are incorporated into the body of knowledge. In doing so, we first consider the forces affecting the global academic field, and then we review the literature on language use in scientific production in general, and in the event management field in particular.

Drivers of the ‘Western publication regime’

As Cohen et al. (2018) note, the power of global publishers strengthens the standardisation of scientific output and can stifle many voices. They identified a ‘Western publication regime’, which creates problems for the promotion of academic staff and the production of local knowledge. Regulation of the publishing process by international publishing houses, such as Taylor and Francis, Elsevier and Emerald, has globalised and standardised publication formats, privileging English language output. This system is supported by the metrification of research output, which drives academics towards the global publishers and publishing in English. This system is now spreading to emerging economies, where universities are adopting research assessment systems developed in the global north. Journals originally established and published in emerging economies have been acquired by global publishers, and other journals have ditched their local languages in favour of English. Cohen et al. (2018) remark that leading universities in emerging countries have also begun to pressure staff to publish in high impact (English language) journals. Quality assessment systems reinforce this trend, because publication metrics feature high in the assessment of university quality.

The pressure to publish feeds through into staff appraisal systems, and the use of points-based systems for the assessment of publication output are now widespread. As one Dutch university puts it:

for the individual researcher, it is important to develop a research line and to share his or her findings with the international research community. Sharing one’s research findings is not

only done via attending conferences, but also (and very importantly) via publication in scientific journals which have shown to have a large impact ... (Gelissen, 2017, p. 1)

In this university, non-English outputs not published in an ISI journal (most of which are English language) are automatically placed in the lowest output category of the assessment scheme. This explains the situation noted by Huttner-Koros (2015) that in the Netherlands, the ratio of English language to Dutch publications 'is an astonishing 40–1.'

The way in which research is conducted also strengthens these trends. There is a marked tendency towards the production of literature reviews in different fields, almost exclusively in English. Increasingly literature reviews are based on searches in English-dominated databases (most notably Scopus and Web of Science – WoS) to produce a structured literature review (e.g. Hogg et al., 2021; Roullet et al., 2020; Celuch, 2021). This questionable technique tends to exclude much relevant material, including most books and most material published in languages other than English.

The context of most academic research also strengthens the role of the English language. There is growing competition between universities, and global rankings such as the QS World University Rankings, Times Higher Education (THE), Round University Ranking (RUR), and the Academic Ranking of World Universities (ARWU) use quantitative measures of research output to rank institutions. These indicators are based on peer reviewed journal publications, which usually emphasise publication in English.

In the Czech Republic, for example, there are requirements for publishing in journals indexed in Scopus or WoS, which are even stricter in the case of course or study programme guarantors. The National Accreditation Office requires guarantors of study programmes to have published more than one article in a journal indexed in Scopus or WoS in the previous five years. Each university has its own, usually stricter, conditions, which can include a minimum h-index, for example. Meeting these conditions is essentially impossible without publishing in English-language journals.

Cohen et al. (2018) note that these systems produce a strong divergence between individual staff interests related to career progression and collective interests in non-English speaking countries. Individuals will seek to increase their research profile by publishing in English in leading journals run by global publishers, whereas at the societal level there is a need to connect this research to practitioners, many of whom will not have access to these outputs. Even when translation is available, much contextual information may be lost in making research suitable for international rather than local publication.

The globalisation of the academic publication regime thus involves a dilemma: how to foster intellectual pluralism in scientific work, which would ameliorate uncritical Western domination of the regime and bestow academics of the emerging regions with fair access to publication in prestigious periodicals, while preserving the unity of the scientific enterprise ... the emphasis on publication in leading journals of articles which will generate numerous citations, might not be the best policy for nurturing scientists who make important and creative contributions to scientific advancement. (Cohen et al., 2018, p. 2048)

This globalisation of the publication regime produces a neo-colonial flow of ideas and resources from emerging economies to the (primarily English speaking) Western world, and strengthens the brain drain the poorer countries already face.

Given this general background of global academic development, this paper proceeds to analyse the situation of non-English publications in the field of event management, where a recent review by Yeung and Thomas (2021) indicated that academic research measured in terms of Scopus outputs is predominantly in the English language. In a commentary on this research, Richards (2021) pointed out that literature searches based on Scopus were likely to produce results biased towards English publications. As suggested by Richards (2021), the current paper sets out to examine the event management literature in non-English languages, to see whether substantial contributions to the literature are being missed by relying on English language databases. We explore the scale of the language issue in event management, identifying possible causes and potential solutions.

The following literature review covers analyses of the position of non-English publications in the academic literature, and specifically analyses studies relating to the tourism, leisure and events field. This helps to establish the scale of the challenge for publishing in languages other than English, as well as charting some of the major effects on academic production.

Literature review

There have been several general studies of the use of different languages in scientific publications. For example, Albarillo (2014) analysed JSTOR and Scopus bibliographic data between 1996 and 2012. The results revealed that these two databases contain nearly 90% English-language publications. The bias towards English language publications also seems to be increasing in all fields. As Liu (2017, p. 115) found in an analysis of the Web of Science, the Social Sciences Citation Index and the Arts and Humanities Citation Index 'English is increasingly being used as the dominating language from natural sciences and social sciences to arts and humanities.' Around 97% of Web of Science papers, 95% of SSCI papers and 73% of A&HCI papers were found to be in English in the previous decade. Liu (2017) also found that the share of English publications increased over time; native-language publications are read and cited less than English-language outside the origin country; and journal ranking correlates with the share of English publications for multi-language journals. This study concluded that the role of non-English publications in non-English speaking countries is underestimated when research in social science and humanities is assessed only by publications in WoS and Scopus. Although the total number of non-English publications is growing, their share in total academic output is diminishing. This has important effects on academic endeavour. Moskaleva and Akoev (2019) analysed non-English language publications in citation indexes and found that English-language journals are ranked higher in total than non-English ones. This means, as Panko (2017) notes: 'Native English speakers tend to assume that all important information is in English'. Stockemer and Wigginton (2019) conducted a survey of 856 non-native English-speaking researchers publishing in Springer journals, which indicated that the average non-anglophone researcher makes approximately 60% of their journal submissions in English. Younger scholars and those working at European universities reported the highest levels of publication in English. Previous studies have indicated different roles for 'international' (usually English) and 'national' journals (Neylon, 2018). As Murudkar (2022) points out, this is important because in terms of issues such as food preferences, or lifestyle, one may

find vast differences due to diverse social culture and norms, ethnicity, population structure and research etiquettes.

Mugnaini et al. (2014) reviewed 400,000 articles published between 1998 and 2012 in journals indexed in the WoS and compared these with the Brazilian SciELO indexing system. They found that WoS indexed 73% of the Brazilian academic production measured by SciELO in 1998, but by 2012 this had fallen to under 55%. This seems to indicate that much of the growing production of scientific knowledge in Brazil is not being captured by international indexing. In Spain, Sanz et al. (1995) found that some Spanish academics avoid publishing in national journals, because they felt this might negatively reflect on their curricula. National journals were seen as dealing with local issues. Reategui et al. (2020) ask whether it still makes sense to speak about 'Lost science in the third world' and to envisage assessing science not according to the journal in which it was published, but rather on its own merits.

For non-English speakers there is also another barrier. Vasconcelos et al. (2007) surveyed editors of peer-reviewed journals around the world and found that articles written in 'bad English' are rejected in the peer review process because, if the English is poor, the knowledge cannot be understood at the level required for publication. Vasconcelos et al. (2008) also found that better written and verbal English communication skills are related to a higher h-index among Brazilian researchers.

Strehl et al. (2016) analysed 85,082 papers written by Brazilian researchers in 19 subfields of knowledge published from 2002 to 2011. Using data from WoS, they calculated the relative subfield citedness (Rw) of papers in 2007 and 2012. They found

a lower Rw pattern for Brazilian papers when they were published in national journals in all subfields. When Brazilian products are published in foreign journals, we observed a higher impact for those papers, even surpassing the average global impact in some subfields. (p. 1).

In the specific field of museum studies, Bira and Zbucheá (2021) created a database of museum studies papers available on the Web of Science (WoS), as well as those available from other sources, also those published in languages other than English. They found that the popular databases tend to narrow the scope of research:

significant parts of the research ecosystem, such as the journal databases are structurally designed to discourage research from the arts, humanities, and social sciences. When it comes to research diffusion within a scholarly environment, journal databases such as Web of Science and Scopus are contributing to reinforcing a narrower perspective of knowledge in general, that is not globally representative. (p. 59)

In the WoS, for example, most of the research comes from the US, the UK, Canada, France, Austria, Italy, and Germany. In reviewing the publications in the museum studies field, Bira and Zbucheá (2021) found 45 journals not included in Scopus. There are global inequalities in access to publishing opportunities and research sources, and this has not been improved by the shift to new publishing models: – 'Long- and middle-term publishing strategy is also determined by the availability, or the lack of funds intended to cover publishing costs (language review, publication fees) in open access journals.' (Bira & Zbucheá, 2021, p. 59).

This effect also seems to be present in the tourism field (which also includes many event management publications). A review by McKercher and Dolnicar (2022, p. 1)

found that: ‘Although English language papers dominate (8432 articles), many non-English journals exist, publishing, among others, in Portuguese (474 articles), Korean (465), Chinese (366), Spanish (192), Russian (172) and Turkish (144).’ Similarly, Olive et al. (2022, p. 6) note that ‘the lingua franca of sociology of sport journals is English.’

The role of language in publication in the event studies field specifically has been considered by Yeung and Thomas (2021) and Richards (2021). An analysis of event studies publications in the Scopus database was conducted by Yeung and Thomas (2021), who looked at the international distribution of event research activity and research output in the period 2009–2019. They found 861 relevant event papers, noting ‘a geographically concentrated community of linguistically advantaged scholars that dominate the academy’ (p. 7). The dominance of the English language in their data arguably reflects the requirement of Scopus for English publication, or at least English abstracts and keywords. Richards (2021) extended the work of Yeung and Thomas (2021) to identify event management sources in languages other than English over the same period, and found a considerable number of publications not listed in Scopus. He outlined several potential problems with the tendency to rely on English-dominated sources such as Scopus, including a strengthening of the dominance of English as the global publishing language and a lack of attention for knowledge developed in other cultures and with other world views. This also facilitates the ‘brain drain’ of junior scholars moving to English-speaking (or English-publishing/teaching) countries.

Richards (2021, p. 3) noted that language use reflects the underlying power structures behind the observed patterns of publications.

Not only the English language but also economic wealth has a large influence. This is also becoming more significant because of the shift towards new publication models by the major journals, with payment for open access becoming a much more widespread model. Where journals only adopt a paid open access format, this will tend to limit publication opportunities for academics from poorer countries.

Richards (2021) suggested the need for further research on the role of languages in event management and other fields, to assess the scale of the issues identified, and to indicate ways of addressing the linguistic imbalance. The aim of the current paper is therefore to conduct a more extensive exploratory survey of event management literature in languages other than English, to determine the scale of research output being excluded from the global indices, and to examine the possible effects of this.

Methods

The basic aim of this exploratory study was to explore the existence of non-English sources in event management. Because the intention was to discover sources beyond those available in the widely available abstracting services such as Scopus, standardised database searches are not sufficient for this purpose. Researchers drawn from the ATLAS Events Group (Biaett & Richards, 2020) therefore undertook a broad search of event management literature for the period 2009–2019 – the same time period selected for analysis by Yeung and Thomas (2021) for their review. This enabled us to make a comparison of their Scopus results with other sources over the same time period. We undertook searches of journals, repositories and Google Scholar to uncover non-

English language academic publications in event management. The searches followed a similar systematic to that adopted by Yeung and Thomas (2021) and Richards (2021), searching for sources related to the English term ‘event management’ in different languages. The search strategy was agreed in advance by the research team, and a standard template was developed to ensure comparability among the sources found in different languages.

The search languages were determined by the expertise of the members of the ATLAS Events Group willing to participate in the project. Group members undertook searches in the following languages: Arabic, Croatian, Czech, Dutch, Italian, Portuguese, Slovenian and Spanish. The basic search terms used in each language are listed in Table 1. The search terms varied according to the language, with Italian having a particularly large number of search terms related to events and event management. While this variation in search terms may tend to produce differences in the number of sources identified per language, this was not crucial for the purposes of the current study, which focussed on identifying relevant non-English sources on event management. To ensure consistency in the results, particularly in terms of the coding of subject areas, the database of publications was shared among the research team. This enabled individual researchers to check their coding against that of colleagues, as far as linguistic constraints allowed. One factor that helped these comparisons is the common Latin base of the three main languages examined (Italian, Portuguese and Spanish), which meant that some members of the team were able to read and interpret the information across two or three languages. However, care should be exercised in comparing our results across different countries, which may be affected by differences in the search terms used.

In addition to keyword searches carried out in academic databases, the authors also carried out purposive sampling, including searching relevant staff publications in universities/departments that offer courses on related subjects, such as Tourism, Events and Cultural Heritage Management. Specific journals that might contain event management

Table 1. Keywords used to search for event management publications in different languages.

Arabic	إدارة الفعاليات، إدارة المهرجانات، إدارة المناسبات، وإدارة المعارض و المؤتمرات، مهرجان أو فعالية، مهرجان – رياضي- ثقافي – تراثي- زراعي
Croatian	Događanja, događaji, eventi
Czech	Event management; management akcí
Dutch	Evenementen, evenementen management, event management
Italian	gestione eventi; grandi eventi; fiera; Expo; olimpiadi (olimpiade, olimpico, olimpici); coppa del mondo – campionati/o mondiale/i; Maratona; Giro; ECoC capitale europea (della cultura, dello sport); Festival letteratura (filosofia, scienza, jazz, arte ...); settimana della moda – fashion week; salone internazionale – salone del; mostra; sagra
Portuguese	gestão de eventos; gestão de evento; evento; eventos
Slovenian	Dogodki, prireditve, eventi, festivali, koncerti, sejmi
Spanish	Gestión de eventos, festivals, eventos, Capital Europea de la Cultura, juegos olímpicos

Note: the English term ‘event management’ is widely used in countries such as the Czech Republic and the Netherlands, even when writing in the local language.

publications were also consulted, as were the websites of publishers with relevant publications. In some cases, a ‘snowball’ search was employed, for example searching the publication of co-authors. As the intention of these differentiated search strategies was to identify the scale and scope of the ‘missing body of knowledge’ in non-English languages, these exploratory results should be seen as indicative, and comparisons should be treated with caution.

The initial search produced over 600 sources, which were then checked for double entries, and to eliminate sources other than journal articles, which was a basic criterion used by Yeung and Thomas (2021). After eliminating double references and non-journal publications, the final database consisted of 527 sources. The Scopus database was then checked to identify sources that were already listed there, to evaluate the coverage of non-English sources in Scopus.

Results

One measure of the dominance of English in the field is the extent to which events literature is reviewed in languages other than English. The research for the current article only found one non-English literature review in the event management field in the period 2009-2019. In contrast, in English there are multiple literature reviews in the field in this period (e.g. Antriksha & Ravinder, 2014; Hansen & Budtz Pedersen, 2018; Chamberlain et al., 2019).

This may validate the decision by Yeung and Thomas (2021) to focus on English language sources only in their Scopus search, since the number of sources in other languages listed by Scopus is very low. At the same time, this underlines a major limitation of Scopus as a source for bibliometric research, as it will tend to ignore most sources in languages other than English. Only 52 sources out of the 527 event management publications we found in languages other than English were also listed in Scopus. Therefore, less than 10% of all non-English event management sources we found in these languages were covered by Scopus.

Table 2 indicates the distribution of non-English sources in our sample by language. As noted above, the differential search terms used in each language mean that comparisons should be treated with caution. As we were working from a range of different sources rather than a standardised database, we cannot be certain of the extent to which our sample reflects the totality of sources published in each language. In our sample Portuguese, Italian and Spanish were the languages that yielded the largest number of results (Table 2). Although these are relatively large language areas that might be expected to

Table 2. Event management sources by language.

Language	<i>n</i>	%
Arabic	2	0.4
Croatian	6	1.1
Czech	4	0.8
Dutch	5	0.9
Italian	179	34.0
Portuguese	227	43.1
Slovenian	18	3.4
Spanish	86	16.3
Total	527	100.0

have a significant body of events literature, we only found two sources in Arabic, for example. Abusalim (2021) notes a growing requirement of publishing in high-impact journals in English in many Arab universities, which mirrors the situation in Croatia, Czech Republic and Slovenia. The limited Arabic sources in our sample may also relate to the relatively recent attention for events and festivals in the Middle East.

Our sample indicates a differential coverage of languages than that found in Scopus. For example, 22% of Slovenian language sources in our database were also listed by Scopus, compared with less than 7% of sources in Portuguese (Table 3). Our search found no event management sources in Scopus in Arabic, Croatian, Czech or Dutch.

As indicated by Liu (2017) for academic research in general, our analysis indicates that the total number of non-English sources in the event management field is growing. Over 42% of non-English event management publications in our sample were produced between 2016 and 2019, for example. However, as a percentage of the total publications in event management, there is an overall decline in non-English sources. A comparison with Google Scholar listings also shows that the total number of English sources dealing with 'event management' increased by 158% between 2009 and 2019, while the non-English sources listed in Scopus grew by only 43% over the same period. This may also relate to the growing number of journals based in non-English speaking countries choosing to publish in English rather than their own local language, as discussed further below.

Language choice will also be related to the availability of journals in each language. This was noted by members of the research team as a major publication barrier. Many countries lack event management specific journals, reducing the opportunities for publication in the local language. This is the case in Italy, for example, where many authors therefore opt to publish in books, which are generally not covered by Scopus and other indexing systems. We did not find any journal articles published in Dutch, although there are several textbooks, at least one of which has been translated into English (Gerritsen & van Olderen, 2011, 2020). In some countries, such as Croatia and Italy, event management outputs tend to gravitate towards journals in related fields, such as tourism or urbanism.

The link with tourism journals is evident from the most frequent non-English journals with event management papers in our sample. We found a total of 197 different journals publishing event management papers. The journals *Rosa dos Ventos* (Portuguese, Marketing), *Revista Turismo & Desenvolvimento* (Portuguese, Tourism), *Turismo e Sociedade* (Portuguese, Tourism) and *Territorio* (Italian, Architecture and Urbanism) all published more than 20 event management related papers (Table 4). The main area in which event management papers are published seems to be tourism, which has long had a strong link with the events field (Getz, 2008).

Table 3. Number of non-English event management sources also listed in Scopus, 2009–2019.

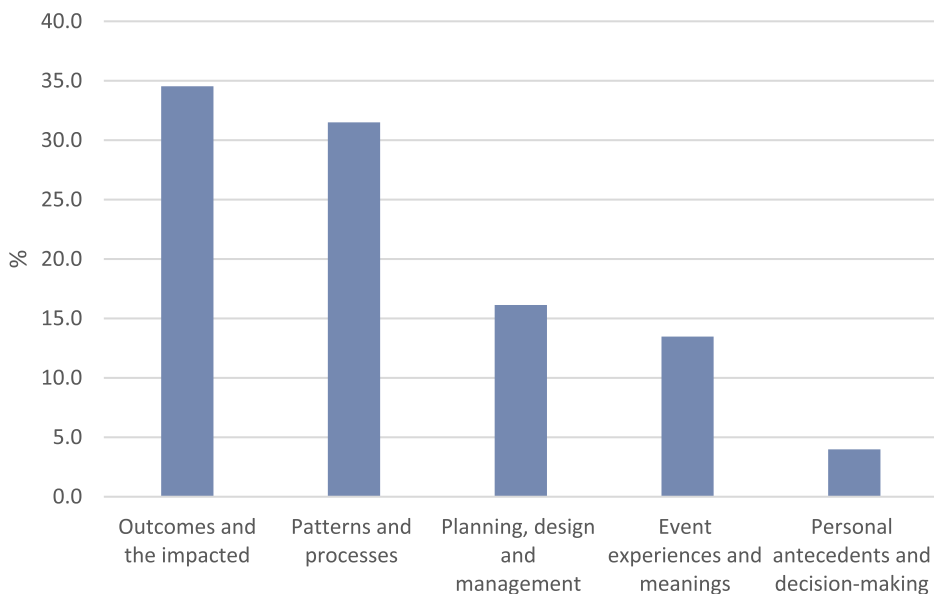
	Listed in Scopus	Database of non-English sources	% listed by Scopus
Italian	22	179	12.3
Portuguese	15	227	6.6
Slovenian	4	18	22.2
Spanish	11	86	12.8
Total	52	527	9.9

Table 4. Main journals with non-English event sources (10 papers or more).

Journal	Language	No of papers
Rosa dos Ventos	PT	24
Revista Turismo & Desenvolvimento	PT	22
Turismo e Sociedade	PT	21
Territorio	IT	20
Revista de Turismo Contemporâneo	ES	14
Turismo em Análise	PT	14
Pasos	ES/PT	12
Estudios y perspectivas en turismo	ES	11
Revista Iberoamericana de Turismo	ES	10

To analyse the distribution of non-English event management sources by subject we followed Yeung and Thomas (2021), who used Getz and Page's (2016, p. 8) classification into: antecedents and choices (e.g. needs, motives, contexts, influences); outcomes (e.g. personal, societal); planned event experiences and meanings (e.g. personal, cultural); patterns and processes (e.g. spatial, temporal, policies); managing events (e.g. goals, strategies). Our analysis indicated that event outcomes and patterns and processes were the main areas of research, accounting for over 60% of publications (Figure 1). The dominance of outcomes and impacts is perhaps not surprising, given the high level of instrumental use of events as a policy tool by countries, regions and cities (Richards & Palmer, 2010). There is much less focus on the experiences of event participants or personal antecedents and decision-making, underlining the relatively top-down and policy-focused nature of much research.

This indicates a slightly different pattern to that found by Yeung and Thomas (2021) in Scopus sources. They found patterns and processes to be the most important area of research over the entire period 2009-2019, and antecedents and decision making were

**Figure 1.** Papers by subject area.

found to be relatively more important in their study. This seems to reflect a growing focus on events as a social phenomenon in the English literature in recent years, and relatively less attention for economic issues.

Yeung and Thomas (2021) found the distribution of categories in English language sources to be fairly stable over the decade 2009-2019. In contrast, our sample of non-English sources indicated notable changes, with outcomes and the impact falling from 40% of papers to 32%, and patterns and processes peaking at 42% of sources in 2013. In particular, the shifts in numbers of papers related to outcomes and impacts may be linked to staging of major events, such as the 2014 World Cup and 2016 Olympic Games in Brazil, for example (Figure 2).

Our analysis also indicated differences in the subject focus according to the language of the source (Figure 3). Because of the low number of sources identified in Arabic, Croatian, Czech, Dutch and Slovenian, this analysis was limited to Italian, Portuguese and Spanish. Our Italian and Spanish sources focus strongly on outcomes and the impacted, which also relates to the work on mega events. In Italy the main subject areas for event management papers are related to urban and regional development, the management of culture/art/heritage, sociology and cultural studies, and policies related to events. Event experiences and meanings seemed particularly important in Portuguese. Portuguese publications in Brazil also tended to pay particular attention to mega-events. Mega-events provide opportunities to change a destination image, attract people, and to stimulate development. But in the Brazilian context there is arguably a wish to 'learn' something from the events, manage them better and produce more positive results. For example, in their bibliometric analysis of Brazilian event management literature, da Silva et al. (2016) found that there is particular attention for event legacy, marketing and community participation, which could mark an attempt to rethink event management processes.

We should not forget that languages cross national boundaries, and that the authors of papers may use a different language to that of the country in which they are based. This is most important for English, which is used by academics in non-English

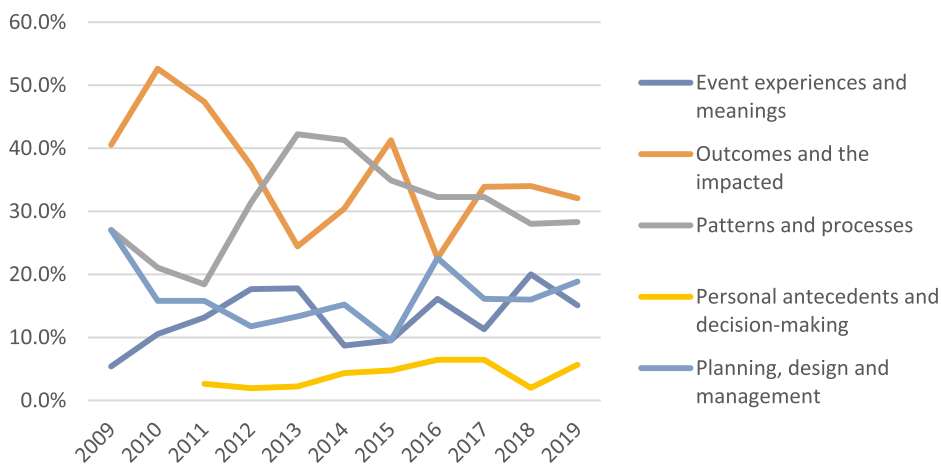


Figure 2. Papers by subject by year.

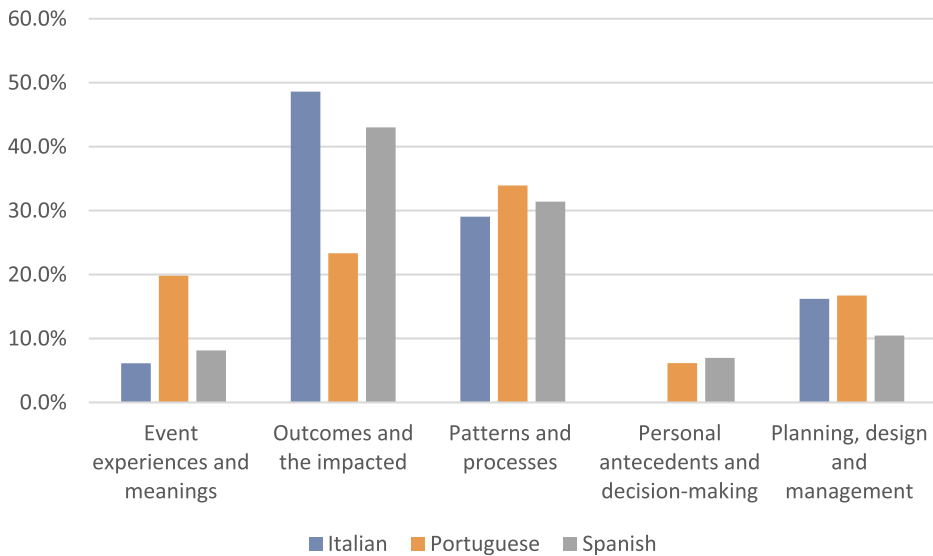


Figure 3. Subject distribution by language.

speaking countries worldwide. But this also applies to other languages as well. For example, authors writing in Spanish in our sample originated from a wide range of Spanish-speaking countries. However, the evidence from the literature and from our own data indicate that cross-overs between languages are relatively limited. For example, Sábato and Botana's (1970) work on the role of the local research system in national development offers a useful model similar to the Triple Helix model widely used in the international literature. However, this work was written in Spanish, and has never been translated into English. The importance of this study is indicated by the fact that it has over 1,000 citations in Google Scholar, but 94% of the citing papers were written in Spanish. The 41 papers in English that refer to the 'Sábato's triangle' model were mainly written by Spanish speaking authors working in English. Similarly, our data indicate that there are several non-native event academics working in English as well as their own language, usually working in the UK, North America or Australasia. But the focus of their research tends to shift towards the Anglo-Saxon or 'international' context they are working in, rather than producing translations of knowledge from their native language.

The country with the largest number of first authors in our sample was Brazil, followed by Italy, Spain and Portugal (Table 5). The production of Portuguese language papers is therefore dominated by the much larger Brazilian market, while Italian language papers are produced almost exclusively by academics based in Italy. The distribution of Spanish language papers is much more fragmented, with authors drawn from many different Latin American countries (notably Colombia, Mexico and Argentina) as well as from Spain.

The strong showing of Brazilian authors in our sample could be related to Brazil's overall strength in research output. Brazil ranks 13th in the world in terms of its output of research articles and reviews indexed in the Web of Science (Clarivate Analytics, 2019). Brazil also has 70 university courses in events (EMEC/MEC,

Table 5. Country of first author.

Country	No. of sources
Brazil	221
Italy	165
Spain	42
Portugal	21
Slovenia	19
Colombia	8
Mexico	8
France	6
Argentina	5
NL	5
Croatia	4
Czech Republic	4
United States of America	3
Bosnia and Herzegovina	1
Chile	1
Costa Rica	1
Cuba	1
Finland	1
Iraq	1
Mozambique	1
Perú	1
Saudi Arabia	1
Turkey	1
United Kingdom	1
Venezuela	1

2022), which support a considerable volume of research. Significantly, almost 40% of these courses were established between 2013 and 2015, just before the 2016 Rio Olympic Games. Brazil had 20 scientific journals devoted to tourism in 2017 (de Oliveira Santos et al., 2017) and these also publish events research. This also reflects the relative strength of tourism in Brazilian higher education, which provides 115 tourism courses.

In Italy, in contrast, events management as a subject is less developed. Although there are more than 20 degree courses related to tourism management, there are very few with ‘events’ in the title. This also correlates with a lack of event management journals. This underlines the fact that academic production is influenced not just by the size and importance of the language, but also by the entire research and education infrastructure available in different countries. In the Brazilian case this also reflects conscious efforts to develop research and research infrastructure, such as the SciELO database. Brazil and Spain also have their own ranking systems for journals and publishers in their own language.

In terms of first author positions, however, it should be noted that the customs for author order in articles varies by country. It is common for the first author to be the one from whom the idea comes and who makes the greatest contribution to the work. However, in Slovenia, for example, the first author does not necessarily make the greatest contribution. In fact, the last author is also viewed as having an important role, often as the project supervisor responsible for the research concept. If we look at the leading authors regardless of author position, Table 6 indicates that researchers working in Brazil and Italy dominate our sample of non-English event literature.

Table 6. Top authors (any position).

Author	Number of papers	Institution	Country
Di Vita, S.	8	Politecnico di Milano	Italy
Kyoko Wada, E.	7	Universidade Anhembi Morumbi	Brazil
Durieux Zucco, F.	6	Universidade Regional de Blumenau	Brazil
Tomazzoni, E.L.	5	Universidade de São Paulo	Brazil
Massiani, J.	5	Università Milano Bicocca	Italy
Nicosia, E.	5	Università di Macerata	Italy
Silva Barbosa, F.	4	Instituto Federal de Ciência e Tecnologia Farroupilha	Brazil
de Sevilha Gosling, M.	4	Universidade Federal de Minas Gerais	Brazil
Ricci Uvinha, R.	4	Universidade de São Paulo	Brazil
Vilkas, A.C.	3	Universidade Anhembi Morumbi	Brazil
Basso, M.	3	Università luav di Venezia	Italy
De Magistris, A.	3	Politecnico di Milano	Italy
Erba, V.	3	Politecnico di Milano	Italy
Guerzoni, G.	3	Università Bocconi	Italy
Belino Bonfim, I.	3	Universidade Federal de Mato Grosso do Sul	Brazil
Diniz Carvalho, K.	3	Universidade Federal do Maranhão	Brazil
Rogério Maioli, M.	3	Instituto Federal do Paraná	Brazil
Medeiros Camelo, P.	3	Universidade Estadual do Ceará	Brazil
Vico, R.P.	3	Escola Superior de Hotelaria e Turismo de Inhambane	Mozambique

Discussion

Our analysis shows that there is a considerable event management literature published in non-English journals, which are largely absent from indexing systems such as Scopus. This undoubtedly has the effect of reducing access to these sources for the international academic community. As Scopus and WoS become increasingly dominant as an indication of the quality of journal articles, there is a danger that the production of knowledge will become increasingly narrowly focused on types of knowledge considered important by the Anglo-Saxon world.

We found that the non-English event literature has different content, research foci and external drivers than the English literature. These are sometimes influenced by regional or national concerns, such as the staging of megaevents. The Italian literature had a strong focus on megaevents because of the World Expo in Milan in 2015, for example. The Italian sources included 26 papers related to the Expo, 18 mentioning megaevents (*grande eventi megaeventi*) and another 10 focussed on the Olympic Games (particularly the 2006 Winter Olympics in Turin). In Brazil, a lot of research was stimulated by the Fifa World Cup in 2014, and the Rio Olympic Games in 2016. This was also linked to a political discourse about the opportunity and challenge of hosting these megaevents (Censon, 2022). In many European countries the European Capital of Culture has also been a stimulus for event research, and many of these studies are published in the local language because of their policy implications.

The mobility of researchers and their languages is underlined by the fact that there are six papers on events in Barcelona written in Italian in our database. This may reflect increased academic mobility among early career Italian academics as well as large-scale Italian migration to Barcelona in recent years. This also suggests more fluidity in the relationship between language use and country of location.

Care should also be taken in interpreting the use of event management terms in different languages. In many cases, as in the Czech Republic or the Netherlands, English terms related to event management are commonly used and understood. But

in other cases, there may also be problems of translation. For example, there is no Portuguese equivalent for the English term 'stakeholder'.

Our analysis indicates a strong relationship between events literature in languages other than English and tourism. This also reflects the experience in the English event management literature, where event studies arguably emerged from the tourism field (Mair & Smith, 2021). Established English language tourism journals are also more prestigious and therefore a stronger currency in terms of career progression and institutional rankings. However, the link seems even stronger in Portuguese and Spanish, also because of the lack of specific event journals.

The following section considers the implications flowing from our analysis, both for the academic literature in general and for the event management field.

Implications

This paper tackles an important issue in events research by highlighting that many researchers are only aware of the English language literature, and therefore will tend to ignore any work published in other languages. This work is therefore potentially missing from the body of knowledge, and this may result in work being duplicated. Researchers should be careful in making claims of unique contributions to knowledge when there may be significant sources available which simply have not been published in English. As our exploratory study shows, there is an unexplored wealth of events literature that many researchers will not be aware of and will therefore not refer to.

A lot of event management literature in non-English journals is being missed by event scholars. Some of the sources we found are widely quoted in their own language area. For example, in Brazil, the study on megaevents in Portuguese by Magalhães (2013) has been cited 92 times, while Damo and Oliven (2013) has 84 citations and Curi (2013) 52 citations. This work is not, however, able to make headway in the international journals dominated by English language sources. Our analysis shows that English-dominated indexing and abstracting databases such as Scopus or WOS are missing a lot of potentially relevant work in other languages. Searching Scopus or WOS alone therefore is no basis for saying there is a gap in the literature – only that there is a lack of English language sources.

Our data also indicate that the lack of awareness of non-English literature is more than a simple reduction in the quantitative availability of knowledge. There is also a qualitative dimension, because the type of research being produced in each language area is different. This reflects variations in the physical, social, cultural and economic context of events in different countries and regions. For example, a lot of Spanish language literature comes from Latin America, where there tends to be a more cultural or anthropological perspective. This means that a lot of event management research relates to traditional festivals and events, contrasting with the more economic and public policy approaches common in Brazil and Europe, for example.

The widespread use of English by non-native speakers is also likely to reduce the quality of papers in linguistic terms. The adoption of English terms also leads a loss of linguistic distinctiveness as well as increasing the problems of inaccurate translation. In smaller language areas the use of English vocabulary is widespread, even though there may not be an exact equivalent to English terms. This was an issue signalled by

our authors from Croatia and the Czech Republic, for example: 'I always wonder how other nations have translated the term 'smart tourism' or if they have simply accepted it and the foreign word has become part of their vocabulary (as we have in Croatia).'

The drive to publish in English also entails increased costs for researchers with other languages. As one of our authors commented:

Translating papers into Croatian involves additional costs for the journal, especially for open access journals. I spoke with an editor of a top Croatian journal that used to publish papers in Croatian but no longer does so. The reason is the high cost of translations and the loss of government co-funding for publication.

The costs of translation can be considerable, particularly when journal papers often go through a number of revisions before being finally accepted.

The result is also that the number and range of outlets in languages other than English is diminishing. Of the eight Croatian journals in the field of tourism and hospitality listed in Scimago Journal & Country Rank, only one journal publishes papers in both Croatian and English (*Acta Turistica*), one journal publishes selected papers in Croatian, other papers in English have a Croatian abstract (*Privredna Kretanja i Ekonomska Politika*), and two journals publish only the abstract in Croatian (*Zbornik Radova Ekonomskog Fakulteta u Rijeci and Trziste*). The indications are that the number of journals publishing partly or fully in English is increasing and the number of non-English outlets is in relative decline. The pressure to publish in ranked journals is therefore driving a shift to English publication, which will only be strengthened by the growing power of international publishers and the requirements of many universities to publish in indexed journals.

This has implications for career advancement of academics. For example, in Croatia, the publication of scientific papers in journals is one of the most important conditions for the advancement of scientists working at the university, and therefore the choice of a journal for publication often depends on the basis in which the journal is indexed. Before selecting a journal for publication, the authors are advised to check in which databases the journal is indexed in to ensure that the paper will be considered when choosing a scientific title. A similar situation exists in the Czech Republic. One university in the Czech Republic received a statement from the evaluation committee of the National Accreditation Office that it considers the guarantor's publication activity to be insufficient if the guarantor of a course or study program publishes almost exclusively in domestic or Central and Eastern European journals. Consequently, the motivation to publish in the Czech language is minimal. In Italy, the introduction of new Research Assessment systems at the national level has pushed Italian scholars to focus more on journal articles than they did in the past, which also tends to privilege the use of English.

This is also an issue in terms of the ways in which knowledge is generated. Researchers used to be able to publish theoretical and conceptual contributions more easily in their own language. However, policy studies related to the national or regional context are now harder to publish in international journals (Rocher & Stockemer, 2017). One of our authors was asked by a journal editor to 'generalise' their results to appeal more to an international audience, and to remove the context from the paper title (for example, replacing 'impacts of the world cup in Brazil', with 'impacts of sports megaevents') This does not tend to happen with examples drawn from European or Anglo-Saxon

contexts, highlighting the tendency for knowledge to flow from the centre to the periphery, but not the other way round.

Towards potential solutions?

How can we address the widening language gap in academic publication and knowledge? Amano et al. (2021) argue that one of the best solutions is for journals to include international voices. For example, literature reviews could include speakers of a variety of languages so that important work isn't overlooked. Journals and authors should also be encouraged to translate summaries of their work into several languages so that these are more easily found by researchers worldwide. This seems to be happening to a certain extent: for example, Public Library of Science (PLOS) journals now encourage non-English-speaking authors to provide a version of their article in its original language as supporting material. It is also possible for authors publish to native language versions of their English language publications on research repositories such as Researchgate or Academia to make them more accessible. These approaches may be problematic because of the extra work involved in producing translations from the original language.

The *Revista Turismo & Desenvolvimento (Journal of Tourism and Development)* produced by the Universidade de Aveiro also continues to publish papers in Portuguese and Spanish as well as English. However, the journal ensures listings in Scopus by stipulating that if a paper is written in Spanish or Portuguese, the abstract and title must be in English and in either Spanish or Portuguese, according to the language of the text. One of the aims of this journal is: 'To promote the internationalisation of knowledge generated in national tourism schools, along with the international scientific community.'

However, many journals appear to switch to publishing in English as a means of raising their profile with international indices. This was, for example, the case with the Portuguese journal *Tourism & Management Studies*, which originally published in Portuguese, Spanish and English, but switched fully to English in order to achieve a higher profile in Scopus. In the Czech Republic, journals publishing in Czech also changed their policy when they applied for indexing in Scopus and WoS. They either publish articles in Czech and English, or they switch to English as the publishing language. In Brazil, a leading journal of tourism used to demand that authors translate their papers into English, and then they were published in both English and Portuguese. Recently, the editors announced the end of this obligation as there was no noticeable increase in international readers or citations. This may suggest that simply publishing in English is not enough to guarantee a wider readership if journals in other countries have insufficient reach.

As Vasconcelos et al. (2007) suggest, journal editors could also contribute to greater diversity of output by rethinking the tendency to reject a paper just because of the quality of the English. This would, however, require more work from editors to struggle with poor English to discover potential 'gems' from non-English authors. Again, there is additional work involved in these strategies. This might be addressed if some of the publishing revenues could be used to fund free translation or proofreading for promising publications. There may also be a role for global professional associations such as the Association for Tourism and Leisure Education and Research (ATLAS), who could promote the dissemination of non-English research by staging seminars and conferences

in different languages. ATLAS already runs conferences in Spanish and Portuguese, but there may be potential to extend to other languages as well.

Where English is required, the need for many authors to use translation services to publish in English raises the cost of publishing for non-native speakers, as well as potentially reducing the quality of papers through concepts that are ‘lost in translation’. Although Richards (2021) argues that much meaning can be lost when relying on automated translation systems such as Google Translate, the extension of these systems into academic research seems inevitable. For example, the Academia.edu repository now has an automatic translation feature, which provides the possibility of translating papers into one of 24 different languages.

When we raised the issue of non-English research sources on the Researchgate platform, a few respondents also indicated that researchers should simply learn English. Interestingly, nobody on this English language forum suggested that authors learn Chinese, which may one day replace English as the global academic language. At present many Chinese authors publish in English, reflecting the widespread idea that English language journals are higher quality. There is therefore a perception that working in English will not only increase the reach of your research work, but also the quality as well. But ideally English speakers should also learn other languages, so that they appreciate the richness derived from a multi-lingual context.

Limitations

The research presented here is subject to a few limitations. As there was no funding available for this research, we relied on the voluntary input of ATLAS Event Group members to generate the data. This meant that the analysis was limited to the languages that these individuals could work in. Although we have managed to cover many important non-English languages, there are of course many that could not be covered. These include French and German, for example, both countries which have a considerable body of event-related literature. We have also not been able to cover Chinese, which is a rapidly growing language for event research. Because our analysis is based on sources not included in the major indices, we have had to rely on other sources to compile the database, most notably Google Scholar. This has the advantage of generating an overview of available literature, but it makes it much harder to distinguish the different forms of publication output. We have not been able to make any distinction between peer reviewed publications and other journals, for example.

There is also a role for dissemination channels other than academic journals in publishing research in different languages. Olive et al. (2022) explore alternative information outlets, such as news feeds, blogs and Twitter. These can more easily be fed with information in different languages, and help to raise the profile of research outside the ‘Western publication regime’. Most of this work is done by individual academics providing content for information platforms. But as Olive et al. (2022) note ‘journals can take pressure off individual academics by creating more equity in the models of how they promote research, even as they promote their own success.’ (p. 21).

The fact that this paper raises more questions than it answers may be seen as a limitation in traditional academic terms. But this can also be viewed as a strength: we have identified many areas ripe for future research, as the following section outlines.

Suggestions for future research

Our review also indicates the need for further research in the role of languages in the event management field, as well as other fields. Given the limited coverage of different languages in the current paper, it would be useful to extend the analysis to other commonly-used languages, such as French, German and Chinese. Interesting insights into the power relationships of different languages could also be gained by analysing the use of less common languages, and in particular to try and identify successful strategies in promoting their use by academics.

Our research has been predominantly quantitative, following the pattern established by Yeung and Thomas (2021). Qualitative research could enrich the insights presented here, for example using interviews with event scholars who publish in non-English journals, as well as with editors of those journals. This could examine the evolution of publication requirements and habits (e.g. by comparing experiences and accounts of junior and senior researchers), and investigate how choices about publication language are shaped by, but also affect local and national academic politics and power relations. Younger scholars' ability to publish in English can be a potential asset for their career progression, but also a potential source of exploitation by senior academics with weaker language skills.

Further analysis of trends in non-English publishing could also focus on the differences between the events field and other fields. Are event scholars working in languages other than English at a particular disadvantage because of the globalised nature of the field and the dominance of English? The lack of publications in some languages having a thriving events industry (such as Dutch for example) suggest this may be the case.

It would be interesting to undertake further longitudinal studies as the event management field develops. Longitudinal research could analyse the impact that hosting mega/major event has on local/non-English event-related publications. Our research has indicated a strong link in the case of Brazil, which hosted Olympics and the FIFA World Cup during our study period. Is this also reflected in other countries or language areas? Does the hosting of such events subsequently consolidate an event-related literature and academic culture in event management?

Our findings also suggest that language per se is not the most important factor in the dissemination of academic knowledge. It would be interesting to compare the dissemination patterns non-English papers and English ones (for example via social media). English papers arguably benefit from the powerful marketing machines of big international publishers who are increasingly promoting their articles through different avenues, whereas local/national journals may not have the same outreach resources. Identifying the mechanisms behind the distribution of academic knowledge may provide ideas about how best to support knowledge dissemination in languages other than English.

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ORCID

Marina Barkidžija Sotošek  <http://orcid.org/0000-0003-2642-3960>

Davide Sterchele  <http://orcid.org/0000-0003-3864-1631>

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